

Syntax Promotion Lift

Turn promotion plans into reliable, profitable execution across every retail channel



- Get the right stock to the right channel and store at the right time
- Close the gap between promotion planning and execution
- Measure the true lift and ROI of every promotion and campaign

Overview

Retailers plan complex promotions across multiple channels, but execution often breaks down. Stock arrives late, the wrong inventory reaches shelves, shelf labels fall out of sync with POS, and online and in-store pricing disconnect. Execution failures quietly erode margin, ad spend, and customer trust before teams can react.

Syntax Promotion Lift connects promotion budgeting and planning to real-world execution. It matches inventory delivery to promotion timing and gives teams (category, merchandising, supply chain, and store) the shared visibility to ensure every planned promotion delivers its expected return.

Features

- **End-to-End Budget Control:** Allocate promotion budgets through an approval process, blocking over-allocation and showing live remaining budget, so every promotion runs against a tracked budget.
- **Lift Forecasting:** Use historical data and proprietary modeling to forecast lift and set the correct promotional quantities for each channel and store.
- **Promotion Calendar:** See every planned and active promotion on one calendar by period, category, and campaign, so overlapping or competing promotions surface before launch.
- **Supply Chain Monitor:** See period by period whether each promotion is covered—weighing planned demand against stock and scheduled deliveries—flagging under/overstock and late deliveries.
- **Post-Promotion Analytics:** After launch, measure actual lift vs. baseline—plus margin, promo sensitivity, on-shelf availability, and inventory turns—to quantify results and sharpen planning.

Benefits

- **Confident Planning:** Base each promotion's quantities and budgets on what similar past promotions actually delivered, so teams plan confidently from solid evidence.
- **Promotion Alignment:** Keep promotional budgets, calendars, and inventory in sync so planning teams and store operations stay aligned throughout.
- **Supply Chain Transparency:** Give merchandising and operations one shared, forward-looking view of stock and expected deliveries, so under/overstock and late-delivery risks surface early.
- **Reliable Promotion Execution:** Protect each promotion's margin and ad spend by surfacing delivery slips and stock gaps before launch, with time to act before they reach the shelf.
- **Prove and Improve Promotions:** Measure real results after every launch—lift, margin, and availability—and feed the lessons into your next plan for steadily stronger returns.

Get started

Whether you are refining a mature omnichannel program or tackling execution gaps for the first time, Promotion Lift connects SAP-based planning to real-world execution so every promotion delivers measurable lift.

Email us at hello@syntax.com



About Syntax

Syntax is a leading global technology solutions provider driving enterprise transformation in the cloud. We help organizations modernize mission-critical applications through AI-enabled innovation, industry-tailored outcomes, and end-to-end solutions across strategic advisory, implementation, and managed services. Through our Boutique @ Scale approach, we tailor every engagement to our customers' priorities, blending boutique-level agility and care with the reach and resilience of a global enterprise. Supported by strategic partnerships with SAP and other technology leaders, we empower customers to scale faster, work smarter, and build for what's next.

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